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The present invention relates to modified pigment products comprising a pigment having attached at least one organic group represented by the formula -X-Sp-Alk, wherein X, which is directly attached to the pigment, represents an arylene, heteroarylene, or alkylene group, Sp represents a spacer group, and Alk represents an alkenyl or alkyl group containing 50-200 carbon atoms. The use of these modified pigment products in non-aqueous dispersion compositions and in several applications, including printing plates, electrophoretic displays, liquid crystal displays, and ink, coating, toner, and polymer compositions is also disclosed.